

Creating an Engaging Mobile App User Experience

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Pluralsight

<http://pluralsight.com>

Strategy for a Successful Mobile UX

App Meets User Expectations

User's expect getting started to be easy

App must educate

User's expect app to be an extension of themselves

App must provide user-centric information

User's want no unpleasant surprises

App must earn trust

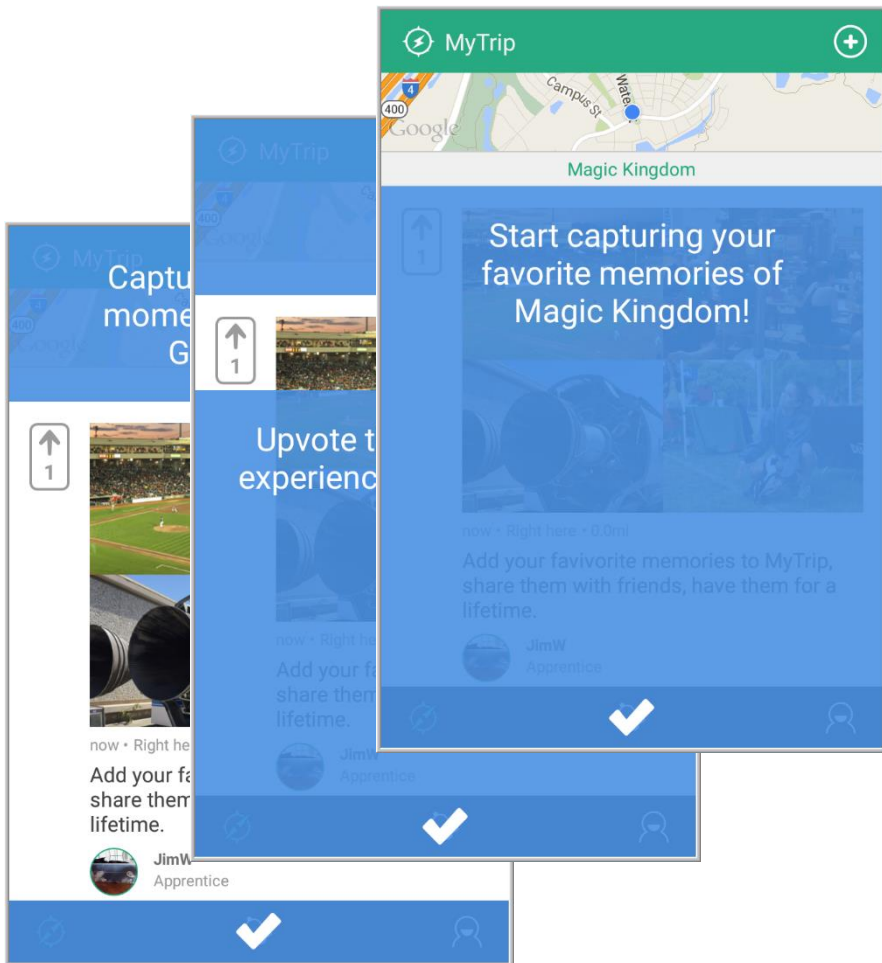
Educate



Tutorials

Instructional Overlays

Tutorials



High-level walkthrough of app

Generate interest

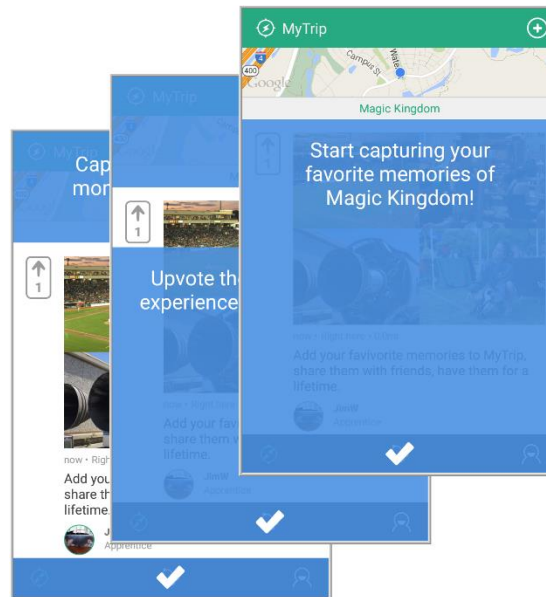
Provide the big picture

The Tutorial Experience

Pre-login Experience

Build excitement

Draw user into the app

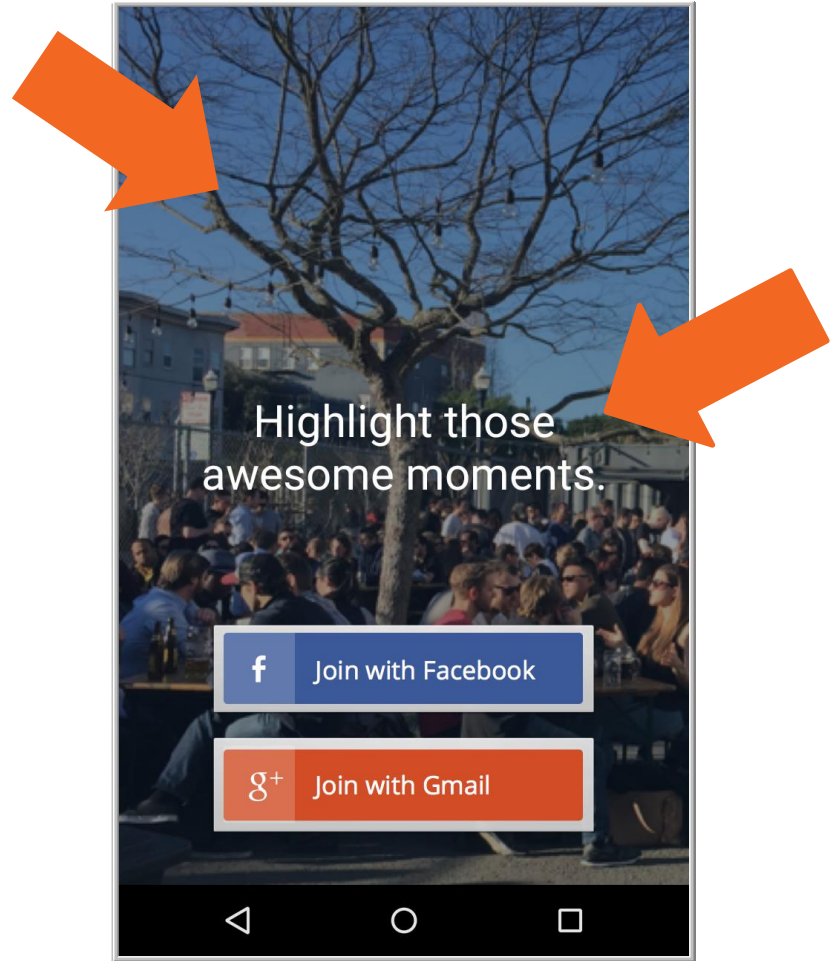


Post-login Experience

Guide user through their curiosity

Spring user into action

Pre-login Experience



- Bring user directly to login screen
- Provide inspiring info in background
- Automatically update background

Post-login Experience

- Show the end-goal
- Guide user's curiosity
- Motivate user into action



Implementing Tutorial Screens

iOS

UIView

AddSubview

`vc.navigationController.view`

Android

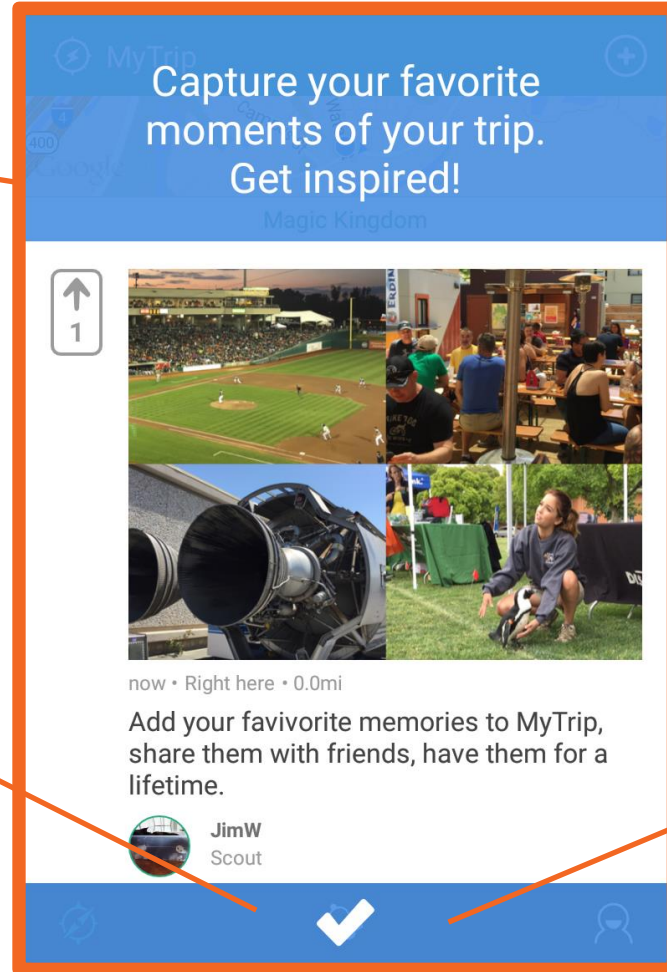
RelativeLayout
(any layout ViewGroup)

AddView

`activity.getWindow().getDecorView().getRootView()`

UITapGestureRecognizer

View.OnClickListener



Instructional Overlays

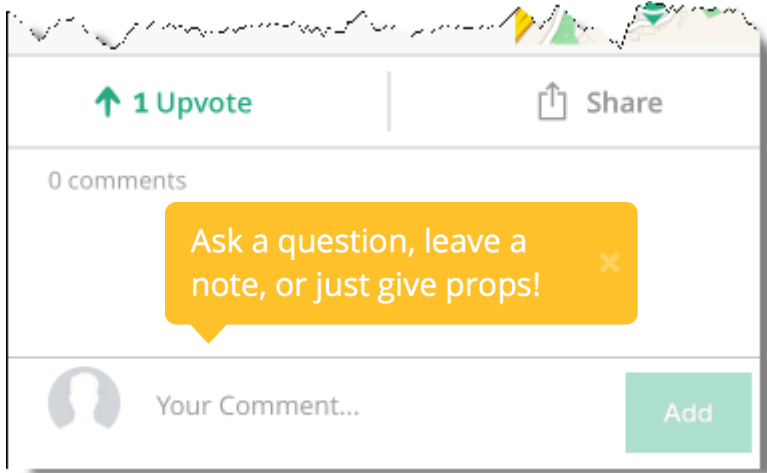
Image that overlays the app screen

Highlight an individual feature

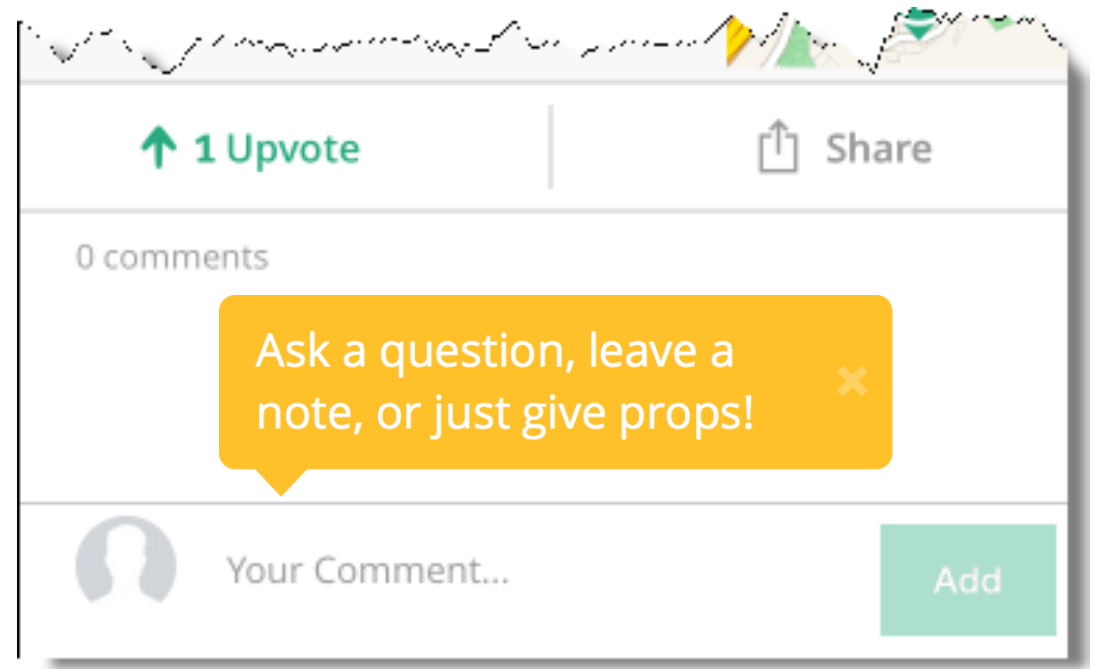
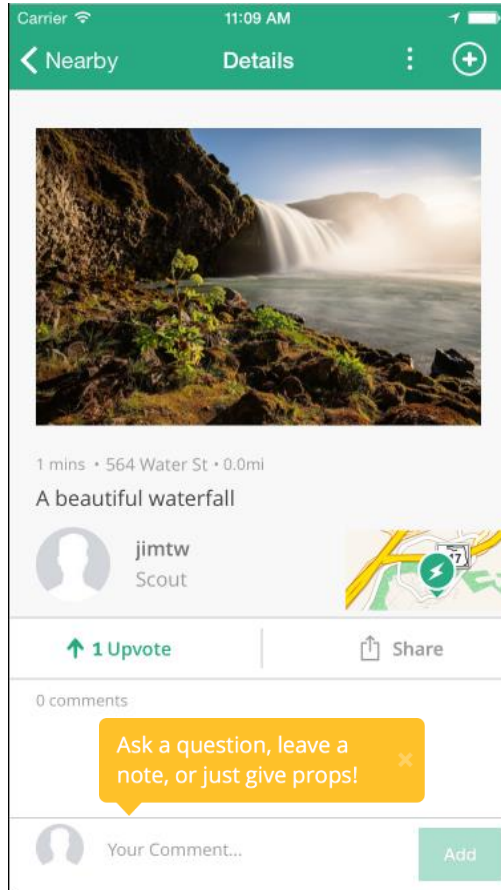
Provide specific guidance

Appears on first visit to a screen

User taps to dismiss



Instructional Overlays



Implementing Instructional Overlays

iOS

UIImageView

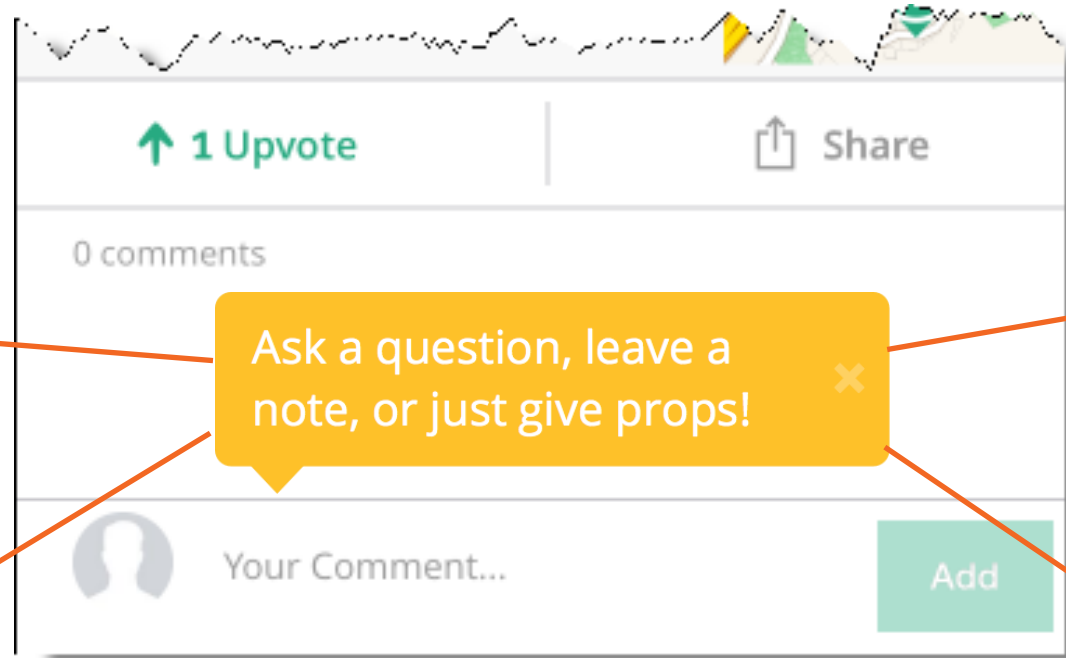
```
iv.userInteractionEnabled = YES;
```

UITapGestureRecognizer

Android

ImageView

View.OnClickListener



User-centric Information



Viewable at a glance

Empowers direct decision making

Actionable

Viewable at a Glance

What are the main points of interest



7 hours • Sweet Escape Celebration • 2.9mi

Cheshire cat baby!!

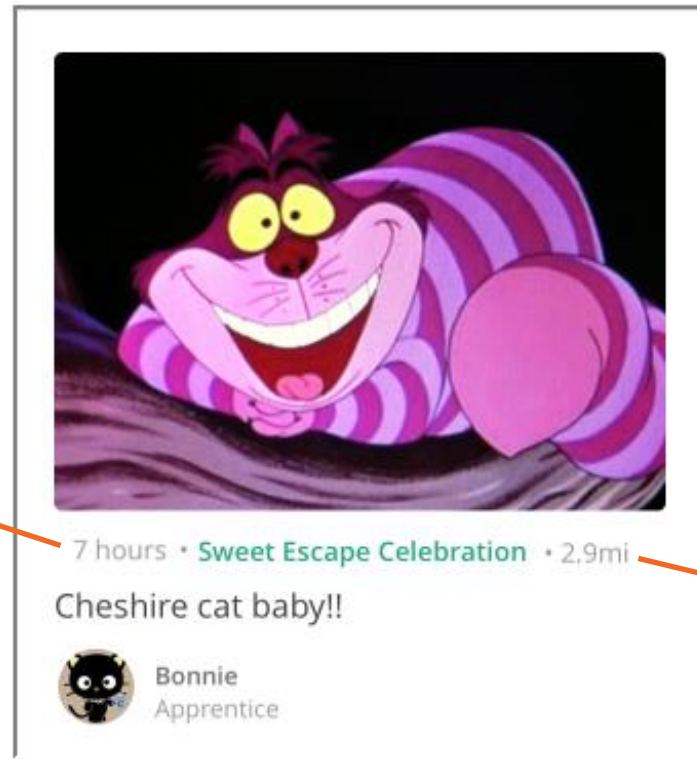


Bonnie
Apprentice

When and where the content is from

Who created the content

Empower Direct Decision Making



Time span instead of
time-of-day

Distance instead of
address

Time Span Reporting Guidelines

From (\geq)	To ($<$)	Units	Example
0 seconds	45 seconds	--	10 seconds -> now
45 seconds	45 minutes	minutes	75 seconds -> 1 minute 90 seconds -> 2 minutes
45 minutes	22 hours	hours	75 minutes -> 1 hour 90 minutes -> 2 hours
22 hours	25 days	days	30 hours -> 1 day 36 hours -> 2 days
25 days	--	months	35 days -> 1 month 45 days -> 2 months

Actionable

iOS

Android

UILabel
with
UITapGestureRecognizer

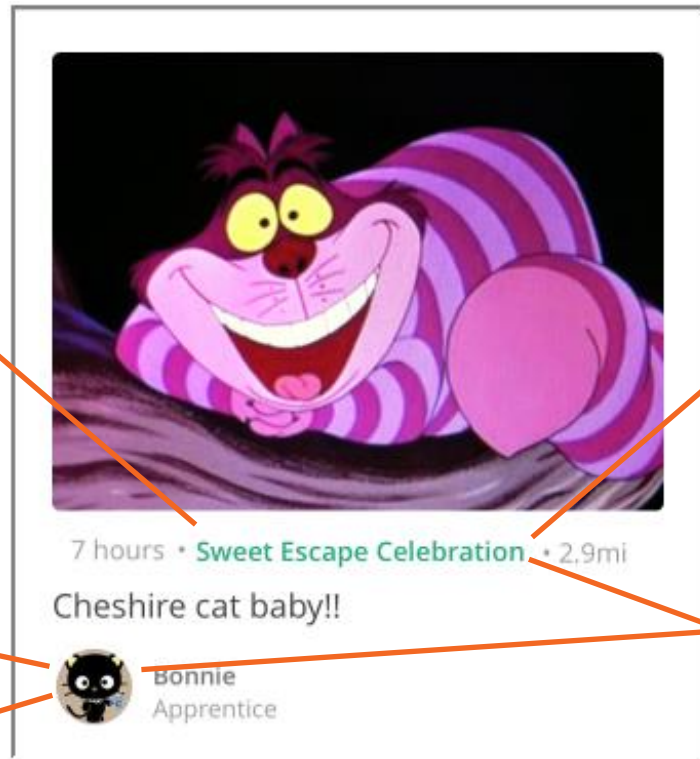
TextView
with
View.OnClickListener

```
lbl.userInteractionEnabled = YES;
```

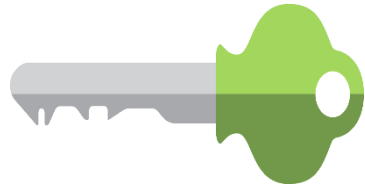
UIImageView
with
UITapGestureRecognizer

ImageView
with
View.OnClickListener

```
iv.userInteractionEnabled = YES;
```



Trust



The permissions challenge

iOS vs. Android permissions model

Acquiring runtime permissions

The Permissions Challenge

iOS/Android limit app permissions by default

Apps must request any extended permissions

Users choose to allow or deny request

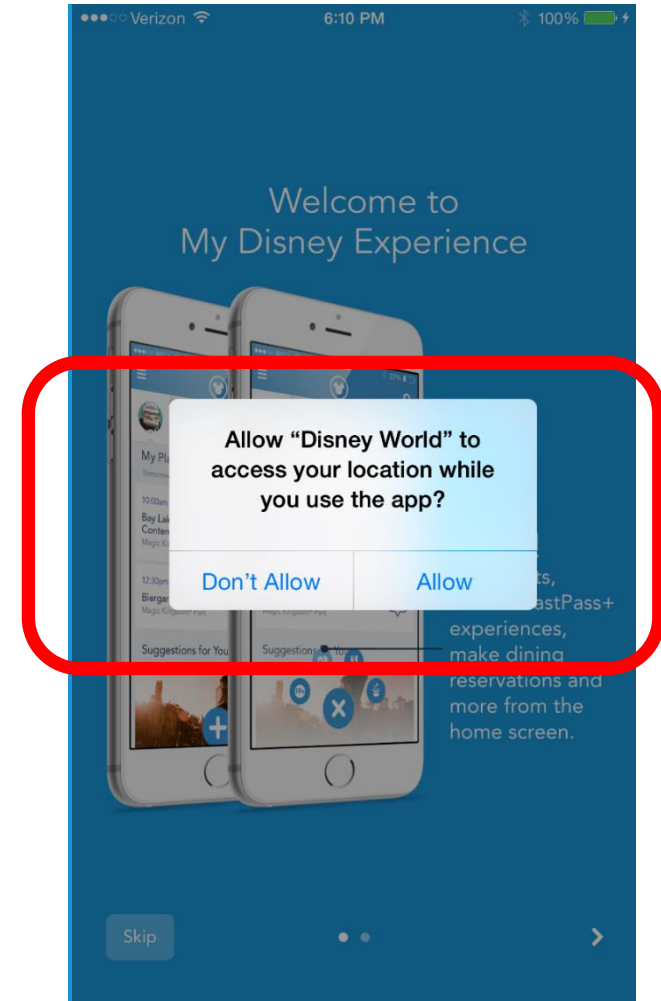
iOS Permissions Model

iOS requests permissions at runtime

Triggered by first access of protected API

User can deny individual permissions

App can run lacking some permissions



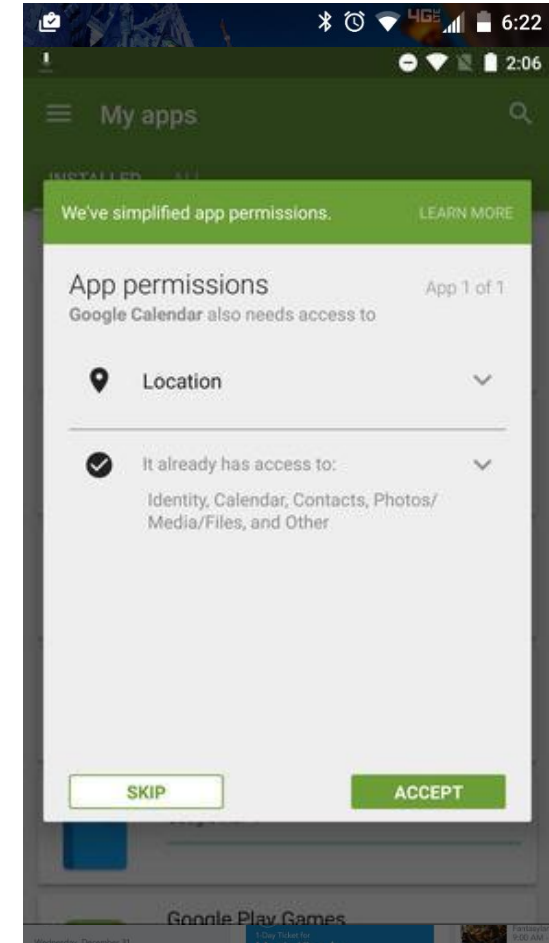
Android Permissions Model

Android requests permissions at install-time

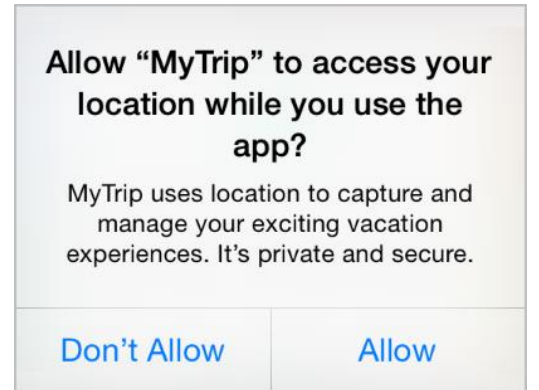
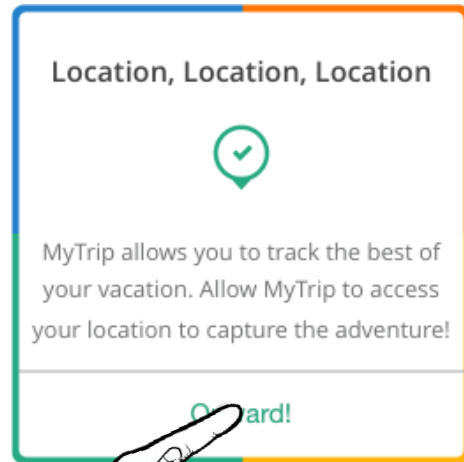
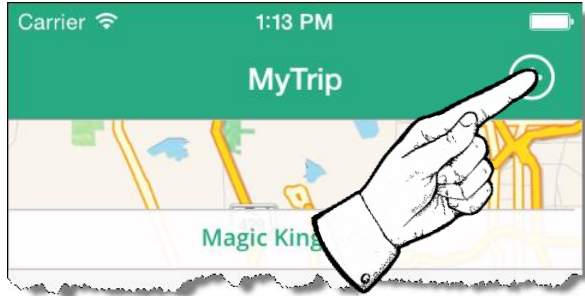
~~User must accept all permissions to install app~~

~~App can assume all permissions are granted~~

Android "M" is moving to
runtime permissions



Acquiring Runtime Permissions



User accesses app feature



App presents value message



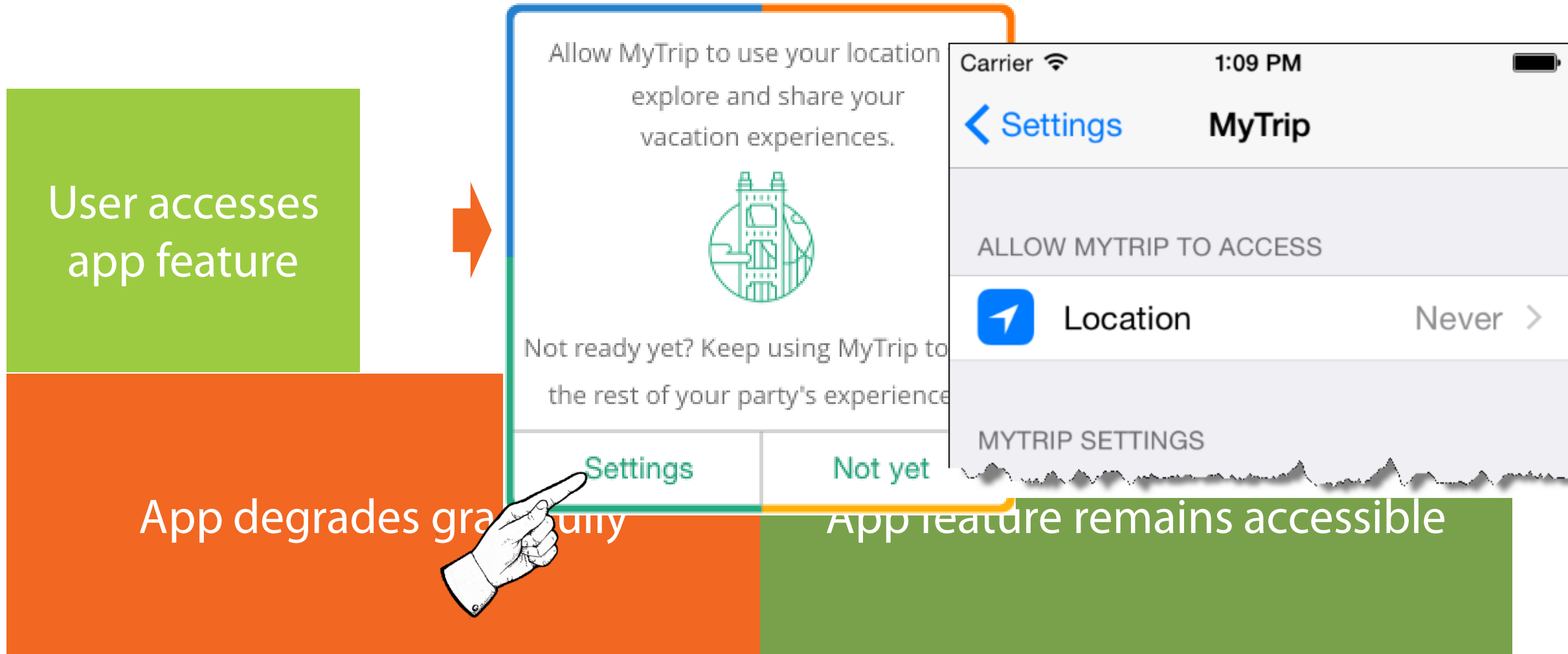
App accesses protected API



System asks user for permission

App accesses protected APIs only when user can see value

Acquiring Permissions After User Says No



Opening Application Settings Screen

iOS

```
[[UIApplication sharedApplication]  
  openURL:[NSURL URLWithString:UIApplicationOpenSettingsURLString]];
```

Android

```
activity.startActivity(Settings.ACTION_APPLICATION_DETAILS_SETTINGS,  
  Uri.parse("package:" + activity.getPackageName()));
```

Strategy for a Successful Mobile UX

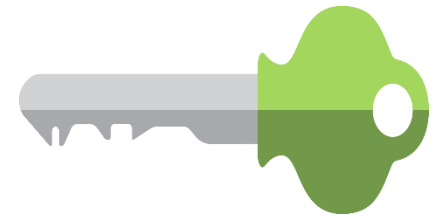
Educate your users
within the app



App behaves as an
extension of the user's
total experience



Earn the user's
trust by
demonstrating
value



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End

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